



KWAZULU-NATAL PROVINCE

AGRICULTURE AND RURAL DEVELOPMENT
REPUBLIC OF SOUTH AFRICA

MEDIA RELEASE

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DEPUTY MINISTER GINA AND MEC SITHOLE-MOLOI TO PARTICIPATE IN A BEEF FARMERS DAY IN PIETERMARITZBURG TO PROMOTE RED MEAT EXPORT MARKET

The Deputy Minister of Trade, Industry and Competition, Ms Nomalungelo Gina and the KwaZulu-Natal MEC for Agriculture and Rural Development, Ms Bongzi Sithole-Moloi, will participate in the Beef Farmers Day organised by a group of KZN commercial beef farmers named the Just Beef Group in Pietermaritzburg tomorrow.

The focus of the information-sharing day will be on the potential export opportunities for beef and lamb that Deputy Minister Gina identified in the Middle East last year while leading a delegation of South African businesspeople who exhibited their products at the Dubai Food Expo in the United Arab Emirates.

The Lulu Group International, a food group with a chain of stores in the Middle East and India, expressed interest in the South African beef, lamb, potatoes and vegetables.

Representatives of the Lulu Group will make a presentation to the farmers on their export requirements and guidelines, while Deputy Minister Gina and MEC Sithole-Moloi will address the farmers. Officials from the Department of Trade, Industry and Competition's (the dtic) Export Promotion Division will guide farmers on the regulations in trading in the Middle East.

Members of the media are invited to cover the event, which will take place as follows:

DATE: Friday, 27 August 2021

VENUE: Kwa Gweva Farm, G15 Copesville Drive, Bishopstowe

Table Mountain, Pietermaritzburg

TIME: 10:00 – 14:00

RSVPs and enquiries should be directed to:

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